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## ABSTRACT

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A system and method is disclosed for gathering and disseminating detailed information regarding web site visitation.

5 A server system is connected to the Internet and receives, processes and supplies detailed information from subscribed users. In response to user queries, the server system provides detailed information regarding the sites that have been visited, the duration and times of such visits, the most popular web sites, the most popular jump sites from a particular web page, etc. Such information is gathered and transmitted to subscribers who have downloaded a client-side reporting and communicating software application that is compatible with the server system. In addition, since users submit profile information about themselves, much demographic information is known about the users. Demographic information as to the popularity of visited web sites may then be easily determined, stored and updated by the server system. This demographic information, in turn, may be provided to other users, or web site operators and advertisers.

20 The invention disclosed also allows users to initiate public, semi-public or private chat sessions with other users visiting a particular web site, or post a virtual note associated with the

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site for other subscribers to read. Furthermore, a user, while online, may separately monitor the usage of his or her designated homepage, including the number of users visiting the homepage and the number of virtual notes posted to the homepage regardless of 5 whether he or she is viewing the homepage at the time the information is received.